

AMENDMENTS**In the Claims:**

1. (Currently Amended) An isolated nucleic acid molecule defining a promoter which confers, activates or enhances expression of a structural gene or other nucleic acid, comprising any one of:

- (i) a sequence of nucleotides as set forth in SEQ ID NO:3 or a functional fragment thereof;
- (ii) a fragment of (i) wherein said fragment comprises residues of 2016 to 2384 of SEQ ID NO:3;
- (iii) a homolog of (i) or (ii) comprising a sequence of nucleotides with at least 90% identity similarity to the sequence of nucleotides of (i) or (ii);
- (iv) a sequence of nucleotides complementary to any one of (i), (ii) or (iii); or
- (v) a sequence of nucleotides capable of hybridizing to any one of (i), (ii) or a complement thereof, (iii), or (iv) under high stringency conditions of hybridization and washing in 0.1 [[2]] X SSC, 0.1% w/v SDS at [[45]] 65°C,

wherein, in its native form, the promoter directs expression of a gene encoding 1-aminocyclopropane-1-carboxylic acid (ACC) synthase and wherein the promoter is inducible in response to physical stimulation.

2-6. (Canceled).

7. (Currently Amended) An isolated promoter which confers, activates or enhances expression of a structural gene or other nucleic acid obtainable by the method of isolating genomic DNA from plant cells, rendering the genomic DNA or portion thereof single stranded and then identifying a region on the genomic DNA which hybridizes to a primer corresponding to all or part of SEQ ID NO:1 or a complementary form thereof and cloning DNA upstream of the region of primer hybridization, wherein the promoter comprises any one of:

- (i) a sequence of nucleotides as set forth in SEQ ID NO:3;
- (ii) a fragment of (i) wherein said fragment comprises residues of 2016 to 2384 of SEQ ID NO:3 or a functional fragment thereof;
- (iii) ~~a homolog of (i) or (ii) comprising~~ a sequence of nucleotides with at least 90% identity similarity to the sequence of nucleotides of (i) or (ii);
- (iv) a sequence of nucleotides complementary to any one of (i), (ii) or (iii); or
- (v) a sequence of nucleotides capable of hybridizing to any one of (i), (ii) to a complement thereof, (iii) or (iv) under high stringency conditions of hybridization and washing in 0.1 [[2]] X SSC, 0.1% w/v SDS at [[45]] 65°C,

wherein, in its native form, the promoter directs expression of a gene encoding 1-aminocyclopropane-1-carboxylic acid (ACC) synthase and is inducible in response to physical stimulation.

8. (Canceled).
9. (Previously presented) The isolated promoter of claim 7 obtainable by the method of:
 - (i) amplifying a region of single stranded plant genomic DNA with the primers SEQ ID NO:4 and SEQ ID NO:5;
 - (ii) optionally amplifying the amplified DNA of (i) above with primers selected from SEQ ID NO:6 and SEQ ID NO:7 or SEQ ID NO:8 and SEQ ID NO:9;
 - (iii) running amplified DNA on a gel and excising the product of amplification; and
 - (iv) subcloning product and identifying the promoter.
10. (Canceled).
11. (Previously presented) A genetic construct comprising the promoter of claim 1, 7, 9, 22, 23 or 24.
12. (Previously Presented) The genetic construct of claim 11 further comprising a structural or regulatory gene operably linked to said promoter.

13. (Previously Presented) A method of altering a characteristic of a plant said method comprising introducing the genetic construct of claim 12 into a cell or group of cells of a plant and wherein said structural or regulatory gene facilitates the altering of said plant characteristic, regenerating a plant or plantlet from said cell or group of cells carrying said introduced structural or regulatory gene and growing or subjecting said plant or plantlet to conditions sufficient to induce the promoter operably linked to said structural or regulatory gene.

14. (Previously Presented) The method of claim 13 wherein the altered plant characteristic comprises resistance to a plant pathogen, altered nutritional characteristics, expression of a plantabody, an altered biochemical pathway, altered fertility and/or altered flower color.

15. (Currently Amended) A modular promoter, comprising at least one portion which is obtained from a promoter, comprising any one of:

- (i) a sequence of nucleotides as set forth in SEQ ID NO:3 or a functional fragment thereof;
- (ii) a fragment of (i) wherein said fragment comprises residues of 2016 to 2384 of SEQ ID NO:3.
- (iii) a homolog of (i) or (ii) comprising a sequence of nucleotides with at least 90% identity similarity to the sequence of nucleotides of (i) or (ii);
- (iv) a sequence of nucleotides complementary to any one of (i), (ii) or (iii); or
- (v) a sequence of nucleotides capable of hybridizing to any one of (i), (ii) or a complement thereof, (iii) or (iv) under high stringency conditions of hybridization and washing in 0.1 [[2]] X SSC, 0.1% w/v SDS at [[45]] 65°C,

wherein, in its native form, the promoter directs expression of a gene encoding 1-aminocyclopropane-1-carboxylic acid (ACC) synthase and is inducible in response to physical stimulation.

16-18. (Canceled).

19. (Currently Amended) A transgenic plant comprising ~~a~~ the nucleic acid molecule according to any one of claims 1 and [[or]] 22 to 24.

20. (Previously Presented) A vegetative or reproductive portion of the transgenic plant of claim 19.

21. (Previously Presented) A cut or severed flower from the transgenic plant of claim 19.

22. (Previously Presented) The isolated nucleic acid molecule according to claim 1, wherein the promoter directs expression of a nucleotide sequence as set forth in SEQ ID NO:1.

23. (Previously Presented) The isolated nucleic acid molecule according to claim 1, wherein the promoter directs expression of a nucleotide sequence which hybridizes under stringency conditions of hybridization and washing in 2 X SSC, 0.1% w/v SDS at 45°C to a nucleotide sequence as set forth in SEQ ID NO:1.

24. (Previously Presented) The isolated nucleic acid molecule according to claim 1, wherein the promoter directs expression of a nucleotide sequence which encodes an amino acid sequence as set forth in SEQ ID NO:2.

25. (Canceled).